

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

NS #107-C2 Reg. #867302-"OREGON"- Page 4/C B/lead (8-3/4" x 11-1/2"), Consumer Magazine, 1968  
Printed in U.S.A.

THE PEAK OF REFRESHMENT

MENTHOL  
**Alpine**

**NEW ALPINE.  
Now, A REAL MENTHOL  
AT A GENERIC PRICE.**

AVAILABLE IN FULL FLAVOR, LIGHTS, KINGS & 100'S

Available in limited areas.

My suggested retail price

Full Flavor: 15 mg "tar," 0.8 mg nicotine - Lights: 10 mg "tar,"  
0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.

An advertisement for Alpine cigarettes. The background is a scenic landscape with a snow-capped mountain peak, evergreen trees, and a body of water. A pack of Alpine cigarettes is positioned at the top, with the mountain peak appearing to emerge from the pack. The pack is dark with a gold border and features the Alpine logo. The text 'THE PEAK OF REFRESHMENT' is on the right. Below the pack, the word 'MENTHOL' is written above the brand name 'Alpine' in a large, stylized font. The main headline reads 'NEW ALPINE. Now, A REAL MENTHOL AT A GENERIC PRICE.' Below this, it says 'AVAILABLE IN FULL FLAVOR, LIGHTS, KINGS & 100'S' next to a small circular logo. At the bottom left, there is a note about the suggested retail price and nicotine/tar content for Full Flavor and Lights cigarettes. At the bottom right, a white box contains the Surgeon General's warning. A barcode is visible on the far right edge.